

Message Text

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SUBJECT: 1974 TRADE CENTER DIRECTORS" CONFERENCE

REF: A) A-1169, 2/11/74 B) STATE 140014

1. ITEM E REFTEL B): REVIEW OF THE DEFINITION OF NEW-TO-MARKET.

A. THE CURRENT DEFINITION OF NEW-TO-MARKET SHOULD BE REFINED TO SUPPORT THE TRUE OBJECTIVE OF A NTM EXHIBITOR. THE BROAD INTERPRETATION THAT CAN BE DRAWN FROM THE PRESENT DEFINITION PERMITS IMPROPER CLASSIFICATION OF MANY EXHIBITORS ALREADY ACTIVE IN THE MARKET.

B. OIM SHOULD MONITOR THE CLASSIFICATION OF NTM EXHIBITORS MORE CLOSELY AND IF APPROPRIATE, REQUEST CERTIFICATION IN WRITING FROM THE PARTICIPANT VERIFYING THAT THE COMPANY AND THEIR PRODUCTS CONFORM TO THE CONDITIONS OF PARTICIPATION.

C. THE DEFINITION OF A NTM EXHIBITOR SHOULD INCLUDE IN ADDITION TO THE PRESENT DEFINITION THE FOLLOWING NOMENCLATURE: AN EXHIBITOR CAN BE CONSIDERED NTM IF HE--

1) IS ONE WHO HAS SIGNED A NEW REPRESENTATIVE WITHIN THE PAST 12 MONTHS AND/OR HAS NOT MARKETED HIS PRODUCTS IN THE HOST COUNTRY FOR OVER ONE YEAR.

2) IS NOT REPRESENTED IN THE HOST COUNTRY.

3) IS ACTIVELY SEEKING REPRESENTATION IN THE HOST COUNTRY.

D. AN EXHIBITOR WITH AN AGENT IN THE HOST COUNTRY THAT
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REQUESTS NTM CLASSIFICATION, IT IS SUGGESTED THAT THE T.C.

DIRECTOR BE CONSULTED AND IF APPROPRIATE, A WTDR ON THE REPRESENTATIVE BE REVIEWED TO VERIFY THE STATUS OF THE AGENT WITH THE EXHIBITOR.

E. THE CONDITIONS OF PARTICIPATION SHOULD CLEARLY SPECIFY THAT A COMPANY EXECUTIVE OF A NTM EXHIBITOR WHO IS QUALIFIED TO DISCUSS AND MAKE A DECISION ON REPRESENTATION BE IN ATTENDANCE AT THE EXHIBITION.

2. ITEM O. REFTEL B): THE BETWEEN-SHOW PROMOTION PROGRAM.

A. THE PROMOTION FOR THE EXPANDED USE OF TRADE CENTER FACILITIES FOR BSPTS SHOULD BE A CONTINUING EFFORT BY THE T.C. DIRECTOR. ARTICLES SHOULD FLOW REGULARLY TO TRADE PUBLICATIONS, EMBASSY NEWSLETTERS, AMERICAN CHAMBER OF COMMERCE MAGAZINES AND OTHER PERIODICALS TO TELL THE TRADE CENTER STORY AND TO ENCOURAGE BSPTS.

B. REPORTS ON BSPTS SHOULD BE CIRCULATED TO ALL TRADE CENTER VIA AIRGRAM USING A UNIFORM REPORTING FORMAT TO ALERT DIRECTORS OF NEW BSP TECHNIQUES BEING EMPLOYED BY OTHER CENTERS.

C. WHERE EXHIBITORS ARE COMPATIBLE, MULTI-FIRM BSPTS

A
E DESIRABLE AND THE CONCEPT SHOULD BE ENCOURAGED. THE T.C. STAFF, OPERATIONS AND PROMOTION, SHOULD BE UTILIZED TO SUPPORT SUCH EVENTS. PROMOTION EFFORTS MUST BE TEMPERED AND CONTROLLED BY T.C. MANAGEMENT BY TAKING INTO CONSIDERATION THE NUMBER OF PARTICIPANTS AND THE SOPHISTICATION OF THE PRODUCTS. OVER PROMOTION CAN BE DETRIMENTAL TO THE T.C.,
:43\$8?8)856, WHEREAS UNDER PROMOTION CAN CREATE EXHIBITOR DISSATISFACTION.

\$. IN EMERGENT MARKETS, THE SMALL SINGLE COMPANY BSP SHOULD NOT CARRY AN ESTABLISHED CONTRIBUTION FEE FOR SPACE UTILIZATION. HOWEVER, DIRECT SUPPORT COSTS CAN AND SHOULD BE RECOVERED FROM THE PARTICIPANT. REIMBURSEABLE EXPENSES SUCH AS STAFF OVERTIME, EXTENDED USE OF AIR CONDITIONING AND/OR HEATING, ADDITIONAL EXPENSES RELATED TO INSTALLATION AND STRIKING, MEASURABLE UTILITY COST, ETC., CAN AND SHOULD BE BILLED TO THE EXHIBITOR.

E. DEPENDING UPON OIM'S DECISION TO ESTABLISH A FLAT CONTRIBUTION FEE, A BSP USER CHARGE SHOULD BE PREDICATED ON UNCLASSIFIED

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A PER DAY, PER FACILITY OCCUPIED BASIS. THE USE OF THE EXHIBITION HALL, FOR INSTANCE, SHOULD REQUIRE A CONTRIBUTION GREATER THAN THE CONTRIBUTION ESTABLISHED FOR THE USE OF A CONFERENCE ROOM, LOUNG OR OFFICE AREA. IN ADDITION TO THE FLAT CHARGE IMPOSED FOR SPACE, A CHARGE SHOULD BE ESTABLISHED TO RECOVER DIRECT SUPPORT COSTS SUCH AS THOSE IDENTIFIED ABOVE.

F. THE TRADE CENTER, BY REQUIRING EXHIBITORS TO ADHERE

TO BSP CONDITIONS
OF PARTICIPATION, CAN CONTROL PROMOTION
ACTIVITIES OF ITS PARTICIPANTS.
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